

## Content With Purpose Limited – Cookie Policy

Our website uses cookies to enhance your browsing experience. A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive.

From time to time, we use the following cookies:

- **Necessary cookies.** These are cookies that are required for the operation of our website. These cookies are required to enable the basic features of our site; they do not store any personally identifiable data.
- **Functional cookies.** These cookies help perform certain functionalities like sharing the content of our website on social media platforms, collecting feedback, and other third-party features.
- **Analytical cookies.** These allow us to understand how visitors to our website interact with it; this helps us to improve the way our website works.
- **Performance cookies.** These allow us to understand and analyse the key performance indexes of our website which helps in delivering a better user experience for visitors.
- **Advertising cookies.** These cookies record your visit to our website (or the videos which are embedded within it) and allow YouTube to store your video preferences and track views.

You can find more information about the individual cookies we use and the purposes for which we use them in the table below:

<b>Cookie Title Cookie Name</b>	<b>Purpose</b>	<b>More information</b>
Cookie-yes-consent	This is a necessary cookie, set by CookieYes to remember a user's consent preferences so that their preferences are respected on their subsequent visits to this website. It does not collect or store any personal information.	Expires after 1 year.
_cf_bm	This cookie is a functional cookie, set by Cloudflare, used to support Cloudflare Bot Management.	Expires after 30 minutes.
CONSENT	This is an analytics cookie, set by YouTube, used to register anonymous statistical data.	Expires after 2 years.
_ga_*	This is an analytics cookie, set by Google Analytics, used to store and count page views.	Expires after 1 year 1 month and 4 days.

_ga	This is an analytics cookie, set by Google Analytics, used to calculate visitor, session and campaign data and track site usage for this website's analytics report.	Expires after 1 year 1 month and 4 days.
_koko_analytics_pages_view ed	This is a performance cookie, which enables us to collect statistics during a user's visit to our website, which are then deleted after the user's session.	Session cookie.
YSC	This is an advertising cookie, set by YouTube and is used to track the views of embedded videos on YouTube pages.	Session cookie.
VISITOR_INFO1_LIVE	This is an advertising cookie, set by YouTube, used to measure bandwidth that determines whether a user gets the new or old player interface.	Expires 5 months and 27 days.
yt-remote-device-id	This is an advertising cookie, set by Youtube, used to store a user's video playback preferences for embedded YouTube videos.	Persistent cookie.
yt-remote-connected-devices	This is an advertising cookie, set by Youtube, used to store a user's video playback preferences for embedded YouTube videos.	Persistent cookie.

Please note that the following third parties may also use other cookies, over which we have no control. These named third parties may include, for example, advertising networks and providers of external services like web traffic analysis services. These third-party cookies are likely to be analytical cookies or performance cookies or targeting cookies:

- YouTube
- Vimeo
- Cloudflare
- Podcast platforms such as Acast

To deactivate the use of third-party advertising cookies, you may use the CookieYes functionality in the bottom left-hand corner of our website. However, if you use your browser settings to block all cookies (including necessary cookies) you may not be able to access all or parts of our website.

Except perhaps for necessary cookies, all cookies will expire after a maximum of 2 years.

We do not share the information collected by the cookies with any third parties.

Dated: 16<sup>th</sup> October 2023